

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Sev K. H. Keil et al.                      Art Unit : 3623  
Serial No. : 10/635,387                                  Examiner : Anderson, Folashade  
Filed : August 6, 2003                                  Conf. No. : 1201  
Title : SYSTEM TO QUANTIFY CONSUMER PREFERENCES

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JULY 9, 2008

Please amend the above-identified application as follows:

**Amendments to the Claims** begin at page 2 of this paper.

**Remarks** begin at page 12 of this paper.